

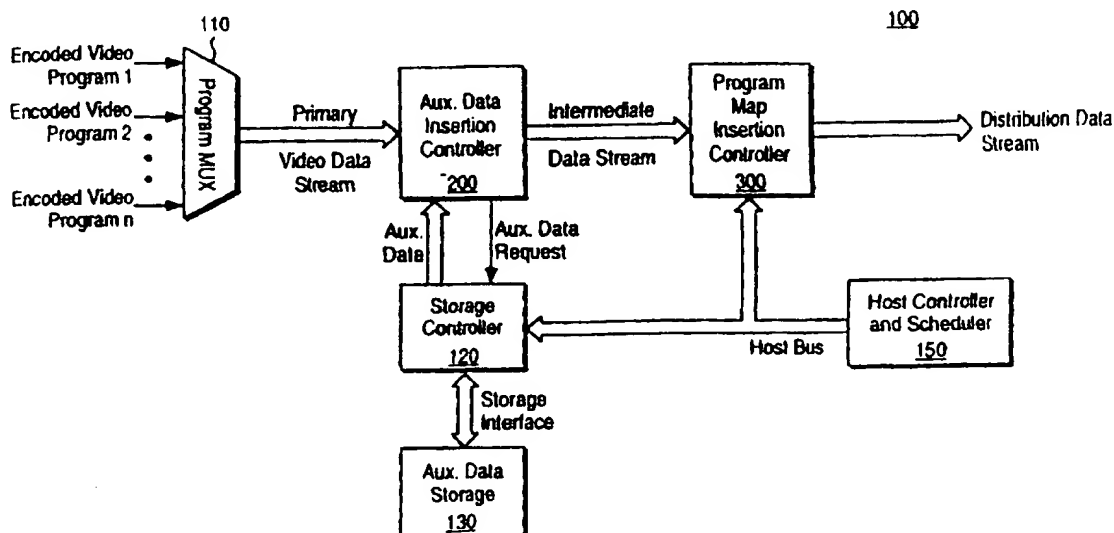


INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(51) International Patent Classification ⁶ : H04N 7/58, 7/52		A1	(11) International Publication Number: WO 97/19560
			(43) International Publication Date: 29 May 1997 (29.05.97)
(21) International Application Number: PCT/US96/17986 (22) International Filing Date: 8 November 1996 (08.11.96) (30) Priority Data: 08/561,010 21 November 1995 (21.11.95) US (71) Applicant: IMEDIA CORPORATION [US/US]; Suite 2850, 425 Market Street, San Francisco, CA 94105 (US). (72) Inventors: ARAZI, Efraim; 2780 Broadway, San Francisco, CA 94115 (US). TOM, Adam, S.; 1717 Jones Street, San Francisco, CA 94109 (US). SHEN, Paul; 1945 Pacific Avenue, San Francisco, CA 94109 (US). KRAUSE, Edward, A.; 8318 Terrace Drive, El Cerrito, CA 94530 (US). (74) Agents: HARTOGS, Michael, D. et al.; McCutchen, Doyle, Brown & Enersen, Three Embarcadero Center, San Francisco, CA 94111 (US).		(81) Designated States: AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, CA, CH, CN, CU, CZ, DE, DK, EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, UZ, VN, ARIPO patent (KE, LS, MW, SD, SZ, UG), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>	

BEST AVAILABLE COPY

(54) Title: **METHOD AND APPARATUS FOR MULTIPLEXING AND DISTRIBUTING DATA WITH PREFORMATTED REAL-TIME VIDEO**



(57) Abstract

A system for providing efficient constant bit rate distribution of variable bit-rate encoded video programs while facilitating the distribution of encoded video programs, along with Auxiliary Data of a general character, to one or more receivers. At a particular receiver, a customized augmented video program is created by inserting selected portions of the Auxiliary Data into a selected encoded video program. The encoded video portion of the augmented video program can be transmitted, decoded and displayed in real time, while the Auxiliary Data need not be transmitted in real time but can be stored locally at the receiver for real-time presentation at a later time. Real-time presentation might include insertion into the video program while non-real-time presentation might include insertion into non-video applications separate from the video program.

FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

AM	Armenia	GB	United Kingdom	MW	Malawi
AT	Austria	GE	Georgia	MX	Mexico
AU	Australia	GN	Guinea	NE	Niger
BB	Barbados	GR	Greece	NL	Netherlands
BE	Belgium	HU	Hungary	NO	Norway
BF	Burkina Faso	IE	Ireland	NZ	New Zealand
BG	Bulgaria	IT	Italy	PL	Poland
BJ	Benin	JP	Japan	PT	Portugal
BR	Brazil	KE	Kenya	RO	Romania
BY	Belarus	KG	Kyrgyzstan	RU	Russian Federation
CA	Canada	KP	Democratic People's Republic of Korea	SD	Sudan
CF	Central African Republic	KR	Republic of Korea	SE	Sweden
CG	Congo	KZ	Kazakhstan	SG	Singapore
CH	Switzerland	LI	Liechtenstein	SI	Slovenia
CI	Côte d'Ivoire	LK	Sri Lanka	SK	Slovakia
CM	Cameroon	LR	Liberia	SN	Senegal
CN	China	LT	Lithuania	SZ	Swaziland
CS	Czechoslovakia	LU	Luxembourg	TD	Chad
CZ	Czech Republic	LV	Latvia	TG	Togo
DE	Germany	MC	Monaco	TJ	Tajikistan
DK	Denmark	MD	Republic of Moldova	TT	Trinidad and Tobago
EE	Estonia	MG	Madagascar	UA	Ukraine
ES	Spain	ML	Mali	UG	Uganda
FI	Finland	MN	Mongolia	US	United States of America
FR	France	MR	Mauritania	UZ	Uzbekistan
GA	Gabon			VN	Viet Nam

METHOD AND APPARATUS FOR MULTIPLEXING AND DISTRIBUTING DATA WITH
PREFORMATTED REAL-TIME VIDEO

5 **BACKGROUND OF THE INVENTION**

1. **Field of the Invention**

 The present invention relates to the
distribution and reception of compressed video
information. More particularly, the invention relates to
10 providing constant bit rate distribution of variable bit
rate-encoded video programs while facilitating the
distribution of auxiliary data of a general character to
one or more receivers; and to receiving the distributed
video information and creating a customized video program
15 for presentation at each individual receiver.

2. **Background**

 The present invention relates to the encoding,
formatting, distribution and reception of compressed
20 video programs. Video programs are often encoded using a
particular video compression technique known as *variable
bit-rate (VBR) encoding*. VBR encoding can be used to
overcome the well-known problem of most video compression
encoders wherein the image quality tends to vary as a
25 function of image complexity. Typically, a video program
will contain a variety of scenes. Many of these scenes
are lacking in motion or detail and are therefore easily
compressed. However, other scenes containing complex
details may be more difficult to compress, particularly
30 when moving in a complex or random manner. Therefore,

unless the available bandwidth is very high, the perceived quality of the decompressed and reconstructed images will tend to vary from one scene to the next. This problem becomes more serious as the available
5 bandwidth is reduced until, eventually, the video becomes unacceptable, often because of just a few problem scenes.

VBR encoding overcomes this problem by allocating more bits to those scenes which are difficult
10 to compress and fewer bits to those scenes which are more easily compressed. In this way, the decompressed and reconstructed images can be made to appear consistently uniform and therefore superior to the reconstructed images derived from a constant bit-rate (CBR) encoder
15 adjusted for the same average rate of compression. As a result, it is possible to compress a video program more efficiently by using the VBR encoding technique. This increases the number and variety of programs or program streams that can be delivered over a fixed-bandwidth
20 communication channel, reduces the storage capacity requirements at the head end or other site where the program library is maintained, and reduces the storage capacity requirements at the head end or other site where the program streams are to be distributed over a fixed-
25 bandwidth communication channel.

The disadvantage of the VBR encoding technique is that it presents certain problems when manipulating or editing the compressed bit-streams. In particular, it
30 becomes difficult to efficiently utilize a fixed-

bandwidth communication channel since the variable bit-rate stream may at times exceed the capacity of the channel, while at other times, it may utilize only a fraction of the available channel capacity. As would be clear to one in the art, the possibility of exceeding the capacity of the channel is also a problem with non-VBR encoded data.

One known technique that is used to alleviate this problem is to buffer the compressed bit-stream at the transmission end of the communication channel in order to convert the variable rate stream to a constant rate stream. In such a case, it is also necessary to buffer the signal received at the other end of the channel in order to recover the variable rate stream that is necessary for proper timing of the reconstructed video images. Unfortunately, the required amount of buffering required to convert a variable rate input to a constant rate output, would be prohibitively expensive and would introduce long delays into the distribution system. Moreover, existing video compression standards such as the MPEG standard specify limits on the amount of buffering required for conforming decoders. Therefore, it is important that the received bit-streams be decodable without exceeding these limits.

Another prior art technique that can be used to reduce the inefficiency of distributing VBR encoded (and non-VBR encoded) programs over a fixed-bandwidth channel combines a plurality of program streams into a single multiplex. Although

each additional program stream will increase the overall data rate of the multiplex, the average per-stream variance compared to the variance of the original individual streams will tend to decrease in approximate proportion to the number of streams, assuming approximate statistical independence among them. Therefore, if the nominal rate that can be accommodated by the channel is significantly greater than the average rate of a single program stream, then the channel utilization can be significantly improved. This technique is known in the art as *statistical multiplexing*.

When using buffering, one prior art method of assuring that buffer overflow does not occur is to provide feedback between the buffer and the encoder. When the buffer approaches a full state, a buffer fullness signal from the buffer informs the encoder to reduce the bit-rate so that the buffer does not overflow. When the buffer has more room, the feedback signal, from the buffer to the encoder, enables the encoder to increase the bit-rate in order to maintain image quality. Such feedback is particularly effective when combined with statistical multiplexing. In such a case, a single buffer may be at the output of the multiplexer, and feedback from that buffer is to all the encoders of the programs being multiplexed. Because the multiplexing reduces effective per-stream data rate variance, in general, less buffering would be required to convert the multiplex to a fixed bit-rate stream than if each individual encoder included a VBR-to-constant bit-rate buffer.

The combination of buffering with statistical multiplexing with feedback for conveying encoded (particularly VBR encoded) program streams over fixed-
5 bandwidth channels, can be effective but generally may not be sufficient when efficient utilization of the entire channel is important.

In addition, there are often situations where
10 no feedback is possible between the output buffer of the multiplexer and the individual encoders. One such situation occurs when multiplexing *previously encoded* data streams. Another occurs when the encoders are located in an area physically remote from the
15 multiplexer. Both these situations are referred to herein as *remote encoding*, indicating that encoding and multiplexing are remote in time, location, or otherwise, so that no feedback is possible from the multiplexer to the encoders of the program streams to be multiplexed.

20

In many applications a library of auxiliary data, which exists independently of the encoded video data, may need to be
selectively distributed to the same set of receivers that
25 receive video programs, or to a different set of receivers connected to the same distribution network. The auxiliary data may be of any general type, including additional encoded video data. Suitable examples of independent libraries of auxiliary data are storage
30 systems containing advertisements, promotional features or previews, news and other informational content, or

data for computer-related applications. Such auxiliary data may be either compressed or uncompressed. They may be selectively directed to certain individual receivers or to certain pre-defined subsets of the entire receiver population. Such pre-defined subsets may vary over time in response to certain information that is known, gathered, or inferred by arbitrary means. For example, one subset of receivers may subscribe to a service that provides local news, while a second, possibly overlapping, subset of receivers may choose to receive one of many different categories of advertisements.

Methods for addressing arbitrary subsets of the receiver population are easily implemented within the MPEG-2 standard ISO/IEC 13818 (hereinafter called "MPEG"). Each component of an MPEG-compatible data multiplex is assigned an unique program identification number (PID). For example, a first video program, included in the multiplex, may be comprised of one video stream and two audio streams, and these components may be identified by PID values of 1, 2, and 3 respectively. Similarly, a second video program, included in the same multiplex, may be comprised of one video stream, four audio streams, and one teletext data stream, and these components may be assigned PID values of 4 through 9, respectively. If ten additional streams are to be extracted from an independent library and included in the data multiplex, then these appended streams could be assigned PID values of 10 through 19, respectively. In this way, all audio, video, or data stream components of all programs contained

within a multiplex would be assigned unique PID's, regardless of whether the programs originate from an independent library or otherwise.

- 5 MPEG's system layer specification also includes provisions for embedding tables or program maps within the bit-stream to identify the different programs contained within the multiplex and to establish a correspondence between these programs and the PIDs
- 10 associated with their audio, video, or data components. In addition, different types of programs can be classified into groups, and each such group can be assigned a unique identifier. These unique identifiers can be included in the embedded program tables, with one
- 15 or more identifiers assigned to each program.

SUMMARY OF THE INVENTION

It is an object of the invention to provide for efficient real-time distribution of one or more variable
5 bit-rate programs to one or more receivers. In cases where a plurality of programs are multiplexed together and distributed simultaneously, it is possible, in the context of the present invention, for one or more of these programs to be encoded at a constant bit rate.
10 Typically, each variable bit rate or constant bit rate program will consist of a video stream component, one or more audio stream components, and possibly one or more data stream components. Each of these real-time distributed programs are hereinafter referred to as
15 primary programs.

It is another object of the invention to selectively distribute auxiliary data, of a general character, to one or more receivers. The auxiliary data
20 is distributed in non-real time using any available channel capacity, and is stored locally at the selected receivers for real-time presentation at a later time.

In accordance with the foregoing, one aspect of
25 the invention comprises a method and apparatus for efficient CBR distribution of primary programs, along with auxiliary data of a general character, to one or more receivers. A primary data stream, comprising at least one VBR program, and possibly one or more CBR
30 programs, is converted to a CBR data stream by inserting

auxiliary data where fill packets would have otherwise been used to create a CBR data stream.

Typically, the auxiliary data may be
5 differentiated from the primary programs in that the
auxiliary data need not be distributed in real time. By
doing away with the requirement for real-time or near
real-time distribution of at least a portion of the
program multiplex, it becomes easier to efficiently
10 utilize the available channel bandwidth. Once the real-
time component of the multiplex has been formed using
prior art techniques, the remaining channel bandwidth can
be used to accommodate the non-real time component. In
this way it becomes possible to attain 100% channel
15 utilization as long as there exists some non real-time
data in the queue awaiting distribution. Thus, the CBR
distribution data stream is created, and data
transmission capacity is increased, by the insertion of
auxiliary data in space that would otherwise be wasted.

20

In an exemplary embodiment of this aspect of
the invention, the primary programs and the auxiliary
data are each assumed to be divided into segments or
packets. The next packet of auxiliary data is inserted
25 inbetween the packets of the primary programs whenever
the distribution channel is idle for a time interval that
is at least as long as the time interval needed to
transmit the next packet of auxiliary data. In addition,
MPEG-compliant program map data illustrating the location
30 of each of the primary program or auxiliary data stream

components in the multiplexed data stream are inserted into the data stream for use at the receivers. Such program maps are described in §2.4.4 of the MPEG system layer documentation, ISO/IEC 13818-1.

5

In connection with the foregoing, another aspect of the invention comprises a method and apparatus for receiving the CBR distribution data stream at a particular receiver, and combining a selected primary
10 program with selected auxiliary data to create a customized augmented program for that particular receiver. The receiver is configured with sufficient local storage to buffer the selected auxiliary data until they are needed, for insertion into the selected primary
15 program or for other presentation, at a later time.

In an exemplary embodiment of this aspect of the invention, a receiver program selector receives the distribution data stream and uses a program map embedded
20 therein to direct program and auxiliary data multiplexers (MUXes) to extract a selected primary program and selected portions of the auxiliary data stream, respectively. A video augmentation unit then inserts the selected auxiliary data into the primary program stream
25 to create an augmented primary program which is supplied for decoding and viewing. In the typical case the auxiliary data comprises short program segments including both video and audio data.

30 In this way, individual receivers which include some form of local storage could be programmed to receive

certain program segments or certain types of program segments at any time of the day. For example, all new car advertisements could be classified together and assigned a unique group identification number. If such

5 advertisements are periodically extracted from an auxiliary data library and combined with the multiplexed primary programs prior to distribution, then the program map embedded in the distribution data stream would be updated to reflect such additions. A receiver that has

10 been programmed to receive all advertisements pertaining to new automobiles, and which is monitoring the received bit stream, could detect such an advertisement by matching the relevant group classification number in the embedded program table with an internal list

15 representative of the types of programs which it has been programmed to receive. The PIDs corresponding to any associated audio, video, or data streams comprising the advertisement, could then be extracted from the distribution data stream and copied to local storage for

20 viewing at a later time.

In an alternative embodiment of the invention, the selected auxiliary data need not be combined with a primary program, but can be maintained separately for

25 independent presentation as in the case of non-video data. For example, the new car advertising mentioned above could take the form of brochures to be printed on a receiver's printer or an interactive computer demo to be displayed on his computer.

BRIEF DESCRIPTION OF THE DRAWINGS

The objects, features and advantages of the present invention will be apparent from the following
5 detailed description, in which:

Figure 1 illustrates a system for generating a constant bit rate Distribution Data Stream comprising a Primary Video Data Stream and an Auxiliary Data Stream,
10 where the Primary Video Data Stream includes a plurality of multiplexed, variable bit rate encoded Video Programs, and the Auxiliary Data Stream contains other information.

Figure 2 illustrates an Auxiliary Data
15 Insertion System for creating an Intermediate Data Stream by inserting the Auxiliary Data Stream into the Primary Video Data Stream in accordance with the fullness of the Primary Video Data Stream.

Figure 3 illustrates a Program Map Insertion
20 System for imbedding program map information into the Intermediate Data Stream to create a Video Distribution Data Stream.

Figure 4 illustrates a system for receiving a
25 constant bit rate Video Distribution Data Stream, extracting a selected Primary Encoded Video Program and the Auxiliary Data Stream, and associating selected portions of the Auxiliary Data Stream with

the selected Primary Encoded Video Program to create an Augmented Video Data Stream for decoding and display at a receiver.

5 Figure 5 illustrates an Auxiliary Data Demultiplexer, in accordance with the system of Figure 4, for extracting the Auxiliary Data Stream from the Video Distribution Data Stream.

10 Figure 6 illustrates an Augmentation Unit, in accordance with the system of Figure 4, for creating the Augmented Video Data Stream by inserting selected portions of the Auxiliary Data Stream into the selected Primary Encoded Video Program.

DETAILED DESCRIPTION OF THE INVENTION

A method and apparatus are disclosed for use in a distribution system wherein augmented program streams are envisioned. The augmented program streams may include both video and audio data and other, auxiliary data that is not real-time dependent. Although the present invention is described predominantly in terms of the transmission and storage of video and audio information encoded in accordance with the MPEG format, the concepts and methods are broad enough to encompass distribution systems using other data compression techniques. Throughout this detailed description, numerous details are specified such as program types and data stream organizations, in order to provide a thorough understanding of the present invention. To one skilled in the art, however, it will be understood that the present invention may be practiced without such specific details. In other instances, well-known control structures and encoder/decoder circuits have not been shown in detail in order not to obscure the present invention. Particularly, many functions are described to be carried out by various components within a compressed video distribution system. Those of ordinary skill in the art, once the functionality to be carried out by such circuits is described, will be able to implement the necessary components without undue experimentation.

Referring now to Figure 1, there is shown one embodiment of a system for combining real time data with auxiliary data to produce a constant bit rate (CBR) data stream for efficient distribution. For example, the real time data may be variable bit rate (VBR) encoded video programs and the auxiliary data may be any other form of data, e.g., teletext, advertising, or other encoded video. Thus, the CBR data stream is augmented to carry Auxiliary Data in the portion of the Primary Video Data Stream that would otherwise be wasted. The Encoded Video Programs (e.g., MPEG video) are received in real-time from n different sources and combined by the Program Multiplexer (MUX) 110 into a single Primary Video Data Stream. In this example, the output of the Program MUX 110 is provided at a CBR matched to the CBR video distribution channel. The Program MUX 110 ensures this CBR by inserting fill packets into the Primary Video Data Stream whenever its data rate would otherwise be less than that of the video distribution channel. The design of such a multiplexer is well known to those skilled in the art, for example, in the context of MPEG-compatible encoders where the fill packets are known as "stuffing bits."

In some applications it may also be necessary to ensure that the output data rate does not exceed the data rate of the video distribution channel. The fill packets, which typically serve as delay buffers without conveying useful information, may be replaced with Auxiliary Data that do not require real time

distribution. The Auxiliary Data are extracted from the Distribution Auxiliary Data Storage 130 by the Distribution Storage Controller 120 and combined with the Primary Video Data Stream by the Auxiliary Data Insertion
5 Controller 200.

Figure 2 illustrates Auxiliary Data Insertion Controller 200 in greater detail. The Primary Video Data Stream is sent to a Fill Packet Detector 210 and a Data
10 Packet Detector 220, which provide active enable outputs upon detection of fill packets and data packets, respectively. The outputs of Fill Packet Detector 210 and Data Packet Detector 220 are sent to the set and reset terminals respectively of SR Flip Flop 230, which
15 provides an inverted output of logical 1 output when the Primary Video Data Stream consists of a data packet and a logical 0 when the Primary Video Data Stream consists of a fill packet. In alternative embodiments of the present invention, those of ordinary skill in the art will
20 recognize that other designs may reverse the polarities of the various signals described above and in the following.

The output of Flip Flop 230 is sent to OR logic
25 235 together with an output of Comparator 250. As will be described below, the output of Comparator 250 is a logical 1 when the fill packet length is sufficiently long to allow replacement of fill packet data by Auxiliary Data. Thus, initially, before a fill packet is
30 detected, the output of OR logic 235 is a logical 1, which resets the output of Counter 240 to zero, and since

0 is less than N, the assumed size of all packets of auxiliary data, the output of Comparator 250 is a logical 0. Then, when a fill packet is first detected by Fill Packet Detector 210, it will set the SR Flip Flop 230, thereby causing the inverted output of the SR Flip Flop to become a logical 0. Next the output of OR gate 235 will change from logical 1 to logical 0, since both of its inputs are now 0, and this will cancel the reset of Counter 240, thereby enabling it to begin counting. The counter will continue incrementing until one of two conditions occur. The first condition is satisfied if Data Packet Detector 220 detects a next data packet, causing SR Flip Flop 230 to reset, thereby causing OR gate 235 to output a logical 1, thereby causing Counter 240 to reset to 0. The second condition is satisfied if the output of Counter 240 becomes equal to N. This causes Comparator 250 to output a logical 1 to SR Flip Flop 270 to direct Program/Auxiliary Data MUX 280 to replace the fill packet with Auxiliary Data. If the duration of the fill packet is at least N cycles, then at least one Auxiliary Data packet can be inserted into the bit stream (assuming that all Auxiliary Data packets are N cycles in duration). That is, the purpose of the Flip Flop 270 is to measure a fixed time interval of exactly N cycles and to output a replace packet enable signal during this time interval for signaling the Program/Auxiliary Data MUX 280 to select data from the Auxiliary Data Storage 130 (via Buffer 290) instead of the Primary Video Data Stream. The multiplexing of Auxiliary Data continues for N cycles, at which time an entire Auxiliary Data packet has been inserted and the Flip Flop 270 is reset, via

N-Cycle Delay Counter 260, to indicate completed multiplexing of an N-cycle Auxiliary Data packet and to suspend further multiplexing at Program/Auxiliary Data Multiplexer 280. The logical 1 output of Comparator 250
5 is also sent through OR logic 235 to reset Counter 240, which in turn causes the output of Comparator 250 to return to a logical 0 state, thereby enabling Counter 240 to begin measuring the duration of the next fill packet interval. Although Flip Flop 270 and Counter 240 are
10 reset upon the occurrence of an N-cycle fill packet interval, it will be readily appreciated that the above-described counting and multiplexing process will continue to multiplex Auxiliary Data into the Primary Video Data Stream until a data packet is detected in the Primary
15 Video Data Stream by Data Packet Detector 220.

The Auxiliary Data (from the Distribution Auxiliary Data Storage 130 via Distribution Storage Controller 120 of Figure 1) are accumulated using a
20 Buffer 290 to ensure that the Auxiliary Data are always available when needed. The Auxiliary Data Request Signal (sent from the Auxiliary Data Insertion Controller 200 to the Distribution Storage Controller 120 in Figure 1) is reflective of the amount of data in the Buffer 290, and
25 is used to signal the Distribution Storage Controller 120 when additional Auxiliary Data are required to prevent the Buffer 290 from underflowing.

The operation of both the Distribution Storage Controller 120 and the Program Map Insertion Unit 300 can be controlled by the Host Controller and Scheduler 150, as shown in Figure 3. In this example, the program map is generated by the Host Controller 150 and inserted into a Program Map Buffer 310 located in the Program Map Insertion Unit 300. The Program Map Insertion Unit 300 parses the bit stream and inserts the program map data from the Program Map Buffer 310 at the appropriate time. An insertion command would be provided to Program Map Multiplexer 350 upon detection of an appropriate signal at a Synchronization Detector 320, after an optional delay via Delay Unit 330, and would continue for a predetermined interval specified by Timing Gate 340. The particular choice of synchronization, delay, and timing signals will depend on the particular encoding standard being used, and are well known to those skilled in the art. For example, in the MPEG specification, these signals are defined in §2.4.4 of the MPEG System Layer Documentation, ISO/IEC-13818-1.

Figure 4 shows a system for receiving a Video Distribution Data Stream, extracting a selected Primary Encoded Video Program and the Auxiliary Data Stream, and inserting selected portions of the Auxiliary Data Stream into the Encoded Video Program to create a customized Augmented Video Program for display at the receiver. As an example, the system may be used for inserting narrowcast (targeted) advertising into the Video Program. That is, the Auxiliary Data would be comprised of encoded video and audio data, and would be used for delayed

insertion into the Encoded Video Program. As another example, the Auxiliary Data could be related to, but physically independent of, the Encoded Video Program. For example, the Auxiliary Data could be promotional coupons transmitted to the recipient's printer for goods or services related to the theme of the Encoded Video Program. In general, any type of Auxiliary Data can be handled at the receiver provided it is appropriately identified within the Video Distribution Data Stream.

10

In the described embodiment, all data streams are MPEG-compatible. Each component of an MPEG-compatible data stream is assigned an unique program identification number (PID). For example, a first Encoded Video Program may be comprised of one video stream and two audio streams, and these components may be identified by PID values of 1, 2, and 3 respectively. Similarly, a second video program may be comprised of one video stream, four audio streams, and one teletext data stream, and these components may be assigned PID values of 4 through 9 respectively. If ten Auxiliary Data packets are combined with the Encoded Video Programs, then these appended streams could be assigned PID values of 10 through 19 respectively. In this way, all components contained within a data stream are assigned unique PIDs.

MPEG includes provisions for embedding tables or program maps (see the MPEG system layer documentation, ISO/IEC-13818-1) within a data stream to identify different programs

within the data stream and to establish a correspondence between these programs and the PID's associated with their various components. In addition, different types of programs can be classified into groups, and each such group can be assigned a unique identifier. These unique identifiers can be included in the embedded program maps, with one or more identifiers assigned to each program. In this way, individual receivers which include some form of local storage can be programmed to receive certain programs or certain types of programs at any time of the day.

For example, at the distribution end, all new car advertisements could be classified together and assigned a unique group identification number. If the advertisements are periodically added to the Auxiliary Data Stream and combined with the Primary Data Stream for distribution, then a program map embedded in the Distribution Data Stream would be updated to reflect this addition. A receiver that has been programmed (either locally or remotely) to receive all advertisements pertaining to new automobiles, would monitor the Distribution Data Stream and detect the appropriate advertisement by matching the relevant group classification number in the embedded program map with an internal list representative of the types of programs which it has been programmed to receive. The appropriate packets (identified by their PIDs) corresponding to the Auxiliary Data comprising the advertisement would then be extracted from the Distribution Data Stream and copied to

local storage for access at a later time (as opposed to on-the-fly).

In a narrowcasting analogy to conventional
5 broadcast television, a Video Program might be free to a viewer, with distribution costs covered by advertising to be inserted into commercial intervals encoded into the Video Program. Or, the receiver could access the advertisement independently of the Video Program, perhaps
10 on a different device (e.g., an advertisement in the form of a computer demo or a coupon to be printed on a printer). The form of the Auxiliary Data is irrelevant as long as it can be encoded with appropriate PIDs and program map information.

15

The Receiving System 400 works as follows:
Program Selector 410 parses the received Video
Distribution Data Stream and extracts the program map.
Based on the Program map, and any direct or indirect
20 input from the user or remotely generated control signals, Primary Encoded Video Program PID values are provided to the Program DEMUX 420, which extracts the desired Primary Encoded Video Program from the
Distribution Data Stream. Similarly, Auxiliary Data PID
25 values are provided to the Auxiliary Data DEMUX 500, which extracts selected portions of the Auxiliary Data (hereafter called Local Auxiliary Data) to be transferred to Local Auxiliary Data Storage 440 via Receiver Storage
Controller 430 for access at a later time.

30

Figure 5 shows that Auxiliary Data DEMUX 500 includes a Write Buffer 530 in order to simplify the interface with the Receiver Storage Controller 430. The Write Buffer 530 is important for situations when the Receiver Storage Controller 430 is unable to accept the Local Auxiliary Data in real time (as they are being provided from the Distribution Data Stream). As Write Buffer 530 is filled, it sends an Auxiliary Data Write Request to signal the Receiver Storage Controller 430 that accumulated Local Auxiliary Data are ready to be transferred to Local Auxiliary Data Storage 440.

In the exemplary embodiment of the invention, the Auxiliary Data also comprise video data. As shown in Figure 4, the Local Auxiliary Data remain in Local Auxiliary Data Storage 440 until they are ready to be combined with a Primary Encoded Video Program. The Primary Encoded Video Program is selected from the Video Distribution Data Stream by a Program DEMUX 420 and passed to a Video Augmentation Unit 600 for combination with the Auxiliary Data from the Local Auxiliary Data Storage 440 to produce an Augmented Video Program. The Augmented Video Program is passed to a Decoder 470 for decoding and then to a Display 480 for viewing.

25

Figure 6 shows a Video Augmentation Unit 600 comprising an Insertion Detector 620, a Read Buffer 610, and an Augmentation Multiplexer 630. The Insertion Detector 620 interrogates the Encoded Video Program for opportunities to insert Local Auxiliary Data, and signals the Augmentation Multiplexer 630 accordingly. The Local

Auxiliary Data are accumulated using a Read Buffer 610 to ensure that the Local Auxiliary Data are always available when needed. As the Read Buffer 610 empties, it sends an Auxiliary Read Data Request signal to signal the Receiver
5 Storage Controller 430 that additional Local Auxiliary Data are required to prevent the Read Buffer 610 from underflowing.

In one embodiment, Insertion Detector 620 is
10 configured for use in MPEG-compliant systems where the Local Auxiliary Data are automatically inserted whenever Presentation Delays of sufficient duration are encountered in the Encoded Video Program stream being received from the Program DEMUX 420. Such Presentation
15 Delays can be determined by Time Stamp Extractor 622 by subtracting the current time (the Source Clock Reference or SCR from the Decoder 470) from the specified display time (the Presentation Time Stamp or PTS) of the next segment of the Encoded Video Program, and adjusting the
20 result to account for the current delay due to decoder buffering. Comparator 626 compares the Presentation Delay with the duration of the next Local Auxiliary Data segment to be read from local storage as determined in Auxiliary Data Duration Extractor 624. If the
25 Presentation Delay exceeds the duration of the Local Auxiliary Data segment, then the Local Auxiliary Data segment is selected by the Augmentation MUX 630.

In a preferred embodiment of the invention,
30 special signals could be inserted into the Encoded Video Program prior to distribution in order to mark the

appropriate points for Local Auxiliary Data insertion. In that case, Insertion Detector 620 would merely read the special signals directly from the Encoded Video Program without needing to compare Presentation Delays and Auxiliary Data Durations as discussed above. In that
5 case, Insertion Detector 620 could be a single unit (rather than the trio of elements 622, 624 and 626) because it would only have to monitor the Encoded Video Program for the special signals and signal the
10 Augmentation MUX 630 each time a special signal is detected.

However, as mentioned previously, the Augmented Video Program need not be solely of video type, but may
15 contain computer programs, information to be sent to a printer, or any other non-video data. Therefore, in another alternative embodiment of the invention, the non-video portion of the Augmented Video Program could be diverted to other Access Devices (not shown in the
20 figure) connected either in parallel with, or downstream of, the Decoder 470. Such an embodiment might be useful where the receiver is not the end user but a intermediate service provider. Thus, even when the Local Auxiliary Data are of non-video type, and do not need to be
25 inserted into the Augmented Video Program, it may be convenient to transmit only a single data stream to the end user.

Conversely, in yet another alternative
30 embodiment of the invention, the Local Auxiliary Data

would be directly sent to other Access Devices without an Augmented Video Program ever being made. This could be achieved by eliminating Video Augmentation Unit 600 and passing the Local Auxiliary Data directly to the other
5 Access Devices. In addition, since many applications do not require real-time presentation of the data, no local storage devices may be needed and, in such cases, Receiver Storage Controller 430 and Local Auxiliary Data Storage 440 could also be omitted.

10

The forgoing illustrates that, while the present invention has been disclosed with respect to certain particular embodiments, the invention is not limited to these embodiments and various modifications
15 and changes thereto may be effected without departing from the spirit and scope of the invention.

CLAIMS

What is claimed is:

- 5 1. A method of forming a constant bit rate data stream for distribution to a plurality of receivers, comprising the steps of:
- statistically multiplexing a plurality of encoded video programs;
- 10 inserting an auxiliary data stream to form an intermediate data stream; and
- adding location data for the encoded video programs and for the auxiliary data;
- to form a common data stream for distribution to a
- 15 plurality of receivers capable of individually extracting selected portions of the common data stream in accordance with the location data.
2. The method of claim 1 wherein the step of inserting
- 20 an auxiliary data stream comprises the steps of:
- monitoring the statistically multiplexed encoded video programs for the occurrence of a fill packet;
- maintaining a buffer of auxiliary data segments; and
- replacing the fill packet with at least one segment
- 25 of the auxiliary data stream from the buffer if the segment is smaller than the size of the fill packet.

3. The method of claim 2 wherein the step of adding the location data comprises:

monitoring the intermediate data stream for a synchronization signal;

5 determining an allowable location data duration; and
inserting at least a portion of the location data during the location data duration.

4. The method of claim 3 wherein the constant bit rate
10 common data stream is encoded in a manner compatible with the MPEG standard.

5. A method of creating a receiver-specific customized display stream for an individual receiver, from a common
15 data stream sent to a plurality of receivers, comprising the steps of:

receiving a common data stream at a receiver;
determining location data from the common data stream;

20 selecting an encoded video program in accordance with a first predetermined characteristic of the receiver and the location data;

selecting local auxiliary data from the common data stream in accordance with a second predetermined
25 characteristic of the receiver and the location data;

storing the local auxiliary data; and

associating the encoded video program and the local auxiliary data to form a receiver-specific augmented video program for decoding and display.

30

6. The method of claim 5 wherein the step of selecting the local auxiliary data from the common data stream includes temporarily accumulating the selected auxiliary data in a buffer and writing data from the buffer to a
5 local auxiliary data storage in accordance with a fullness indication of the buffer.

7. The method of claim 5 wherein the step of associating the encoded video program and the local
10 auxiliary data comprises:
monitoring the encoded video program for at least one insertion interval;
maintaining a buffer of local auxiliary data segments; and
15 inserting at least one segment of the local auxiliary data into the insertion interval if the segment is smaller than the insertion interval.

8. The method of claim 7 wherein the insertion interval
20 is determined in accordance with the MPEG standard.

9. The method of claim 8 wherein the monitoring the encoded video program for the insertion interval includes the steps of:
25 determining a presentation interval as a difference between a presentation time stamp and a system clock reference;
determining a duration of a segment of the local auxiliary data; and

providing an insertion enable signal when the presentation interval is larger than the duration of the local auxiliary data segment.

5 10. The method of claim 5 wherein the step of associating the encoded video program and the local auxiliary data comprises creating a data stream including a first part of video type to be provided to a video display device, and a second part of non-video type to be
10 provided to a non-video device.

11. A method of creating a customized video program for a viewer, comprising the steps of:

statistically multiplexing a plurality of encoded
15 video programs;
adding an auxiliary data stream to form an intermediate data stream;
adding location data for the encoded video programs and for the auxiliary data to form a common data stream
20 for distribution to a plurality of receivers;
receiving the common data stream at a specific receiver;
determining the location data from the common data stream;
25 selecting one of the encoded video programs in accordance with a first predetermined characteristic of the receiver and the location data;
selecting local auxiliary data from the common data stream in accordance with a second predetermined
30 characteristic of the receiver and the location data;

storing the local auxiliary data;

associating the encoded video program and the stored local auxiliary data to form a customized program; and

providing the customized program to a viewer for
5 decoding and display.

12. A system for forming a constant bit rate common data stream for distribution to a plurality of receivers, comprising:

10 a program multiplexer for statistically multiplexing a plurality of encoded video programs to the common data stream;

a data insertion controller coupled to receive a multiplexed program stream from the program multiplexer
15 and for inserting auxiliary data therein to yield a common data stream; and

a program map insertion controller coupled to receive the common data stream for adding location data for the encoded video programs and for the auxiliary data
20 to the common data stream.

13. The system of claim 12 wherein the data insertion controller comprises:

a first detector for providing an insertion signal
25 upon detecting fill packet intervals of a minimum duration within a primary video data stream incorporating the statistically multiplexed encoded video programs;

a first buffer for holding portions of the auxiliary data; and

first multiplexing logic, connected to the first detector and the first buffer, for inserting at least one segment of the auxiliary data into the primary video data stream.

5

14. The system of claim 13 wherein the program map insertion controller comprises:

a synchronization detector coupled to receive the common data stream for detecting a synchronization signal
10 therein;

a timing device, connected to communicate with the synchronization detector, for providing a control signal during a predetermined interval after detection of the synchronization signal;

15 a second buffer for holding at least a portion of the location data; and

second multiplexing logic, responsive to the timing device and to the second buffer, for multiplexing the buffered location data and the received data stream.

20

15. The system of claim 14 configured to be compatible with the MPEG standard.

16. A system for creating a customized display stream
25 for an individual receiver from a common data stream sent to a plurality of receivers, comprising:

a program selector coupled to receive a common data stream for determining location data therefrom;

first demultiplexing logic for selecting an encoded
30 video program from the common data stream responsive to

an identifier from the program selector and the location data;

second demultiplexing logic for selecting local auxiliary data from the common data stream responsive to
5 a second identifier from the program selector and the location data;

a storage device for storing the local auxiliary data from the second demultiplexing logic; and

an augmentation unit for associating the encoded
10 video program and the stored local auxiliary data to form a receiver-specific augmented video program for decoding and display.

17. The system of claim 16 wherein the second
15 demultiplexing logic for selecting local auxiliary data from the common data stream includes:

a packet selector, connected to the processor, for selecting local auxiliary data from the common data stream in accordance with the location data; and

20 a first buffer, connected to the packet selector for temporarily accumulating the selected local auxiliary data, and connected to deliver the selected local auxiliary data to the storage device in accordance with a fullness indication of the buffer.

25

18. The system of claim 17 wherein the augmentation unit for associating the encoded video program and the local auxiliary data comprises:

a second buffer for holding at least a portion of
30 the local auxiliary data;

an insertion detector for determining an opportunity to insert a segment of the local auxiliary data into the encoded video program; and

augmentation multiplexing logic for inserting the
5 segment of the local auxiliary data into the insertion interval in accordance with a command from the insertion detector.

19. The system of claim 18 configured to be compatible
10 with the MPEG standard.

20. The system of claim 19 wherein the insertion detector includes:

a first extractor for determining a presentation
15 interval as a difference between a presentation time stamp and a system clock reference;

a second extractor for determining a duration of a segment of the local auxiliary data; and

comparing logic, connected to the first and second
20 extractors, for providing the insertion command to the augmentation multiplexing logic when the presentation interval is larger than the duration of the local auxiliary data segment.

25 21. The system of claim 16 wherein the augmentation unit outputs a data stream including a first part of video type to be provided

to a video display device, and a second part of non-video type to be provided to a non-video device.

22. A system for creating a customized video program for
5 a viewer, comprising:

a multiplexer for statistically multiplexing a plurality of encoded video programs;

a first controller for adding auxiliary data to the output of the multiplexer;

10 a second controller for adding location data for the encoded video programs and for the auxiliary data to the output of the first controller, thereby forming a common data stream;

a distribution channel for distributing the common
15 data stream to at least one receiver;

a processor for determining location data from the distributed common data stream;

a first demultiplexer for selecting an encoded video program from the common data stream in accordance with a
20 first predetermined characteristic of the processor and the location data;

a second demultiplexer for selecting local auxiliary data from the common data stream in accordance with a second predetermined characteristic of the processor and
25 the location data;

a storage device for storing the local auxiliary data from the second demultiplexer; and

an augmentation unit for associating the encoded video program and the stored local auxiliary data to form
30 a receiver-specific augmented video program for decoding and display.

1/6

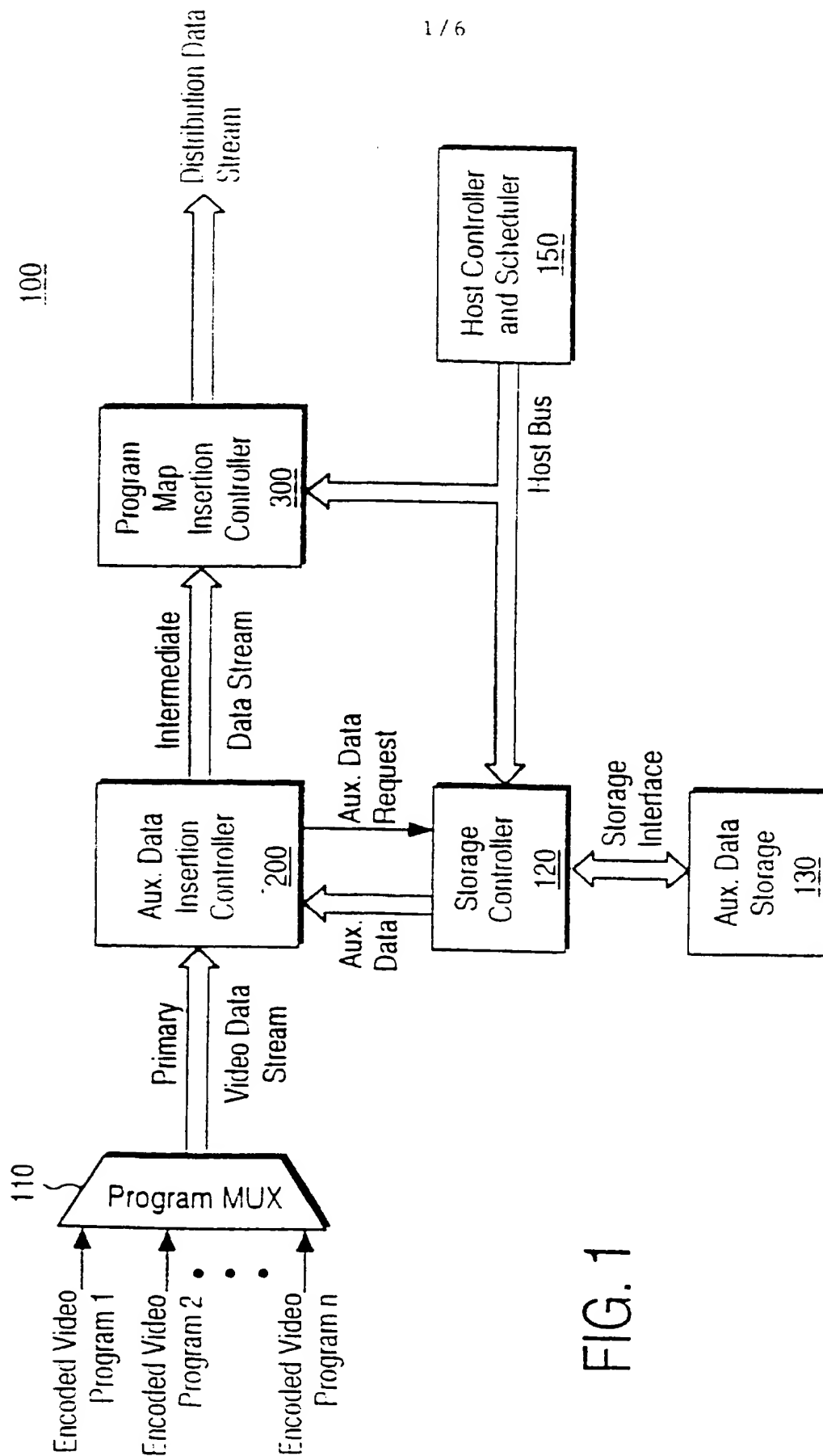
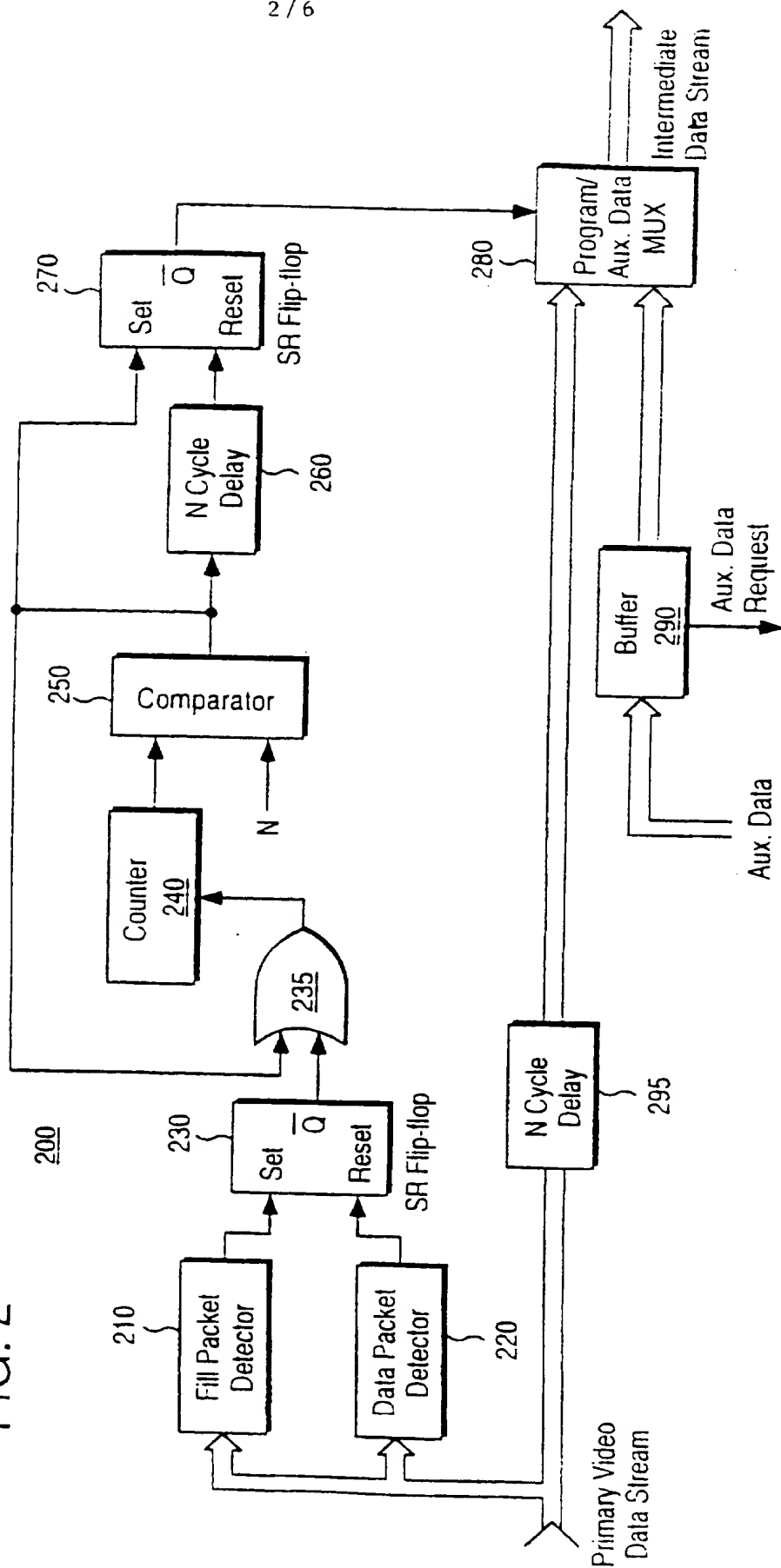


FIG. 1

2 / 6

FIG. 2



3 / 6

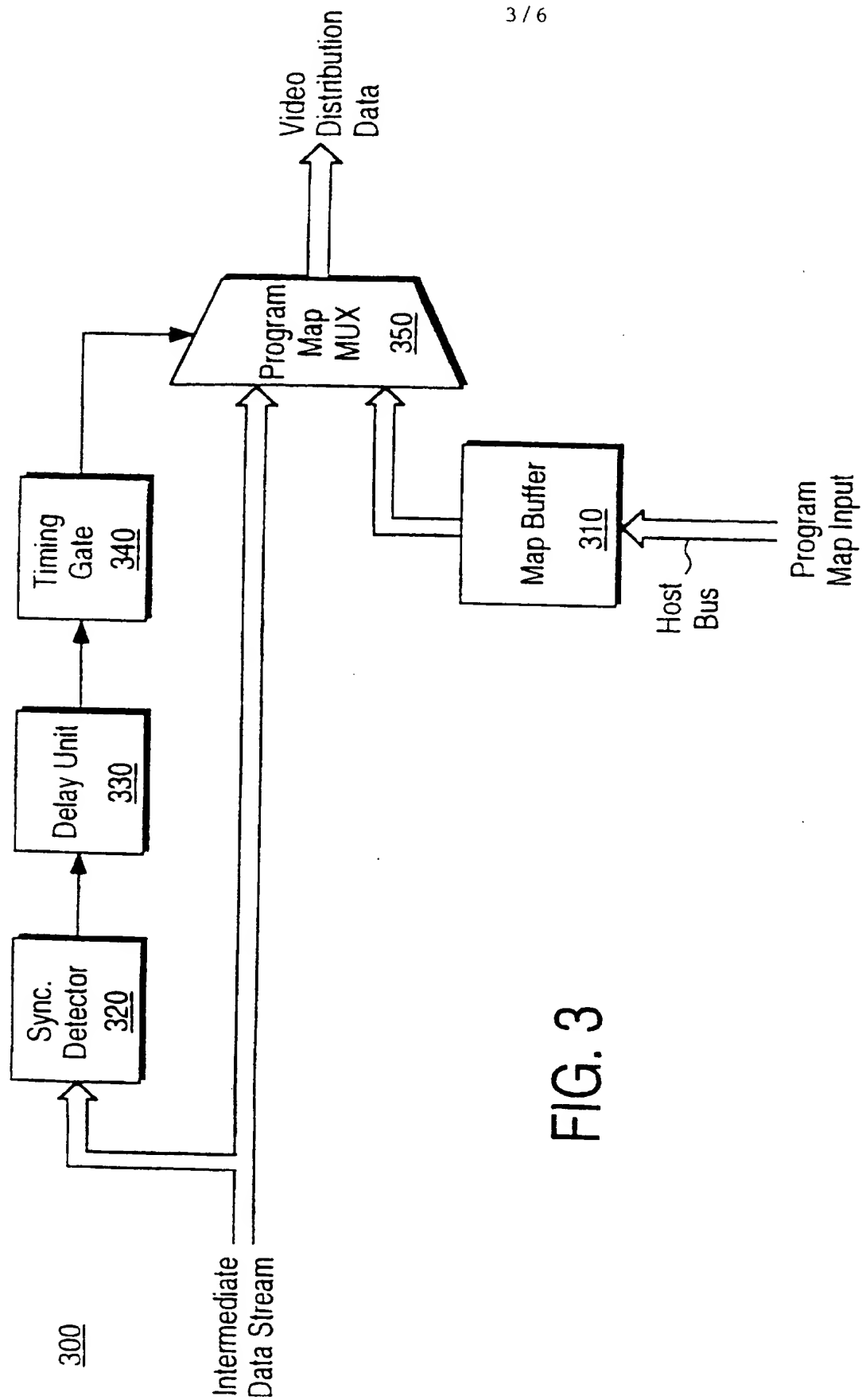


FIG. 3

4 / 6

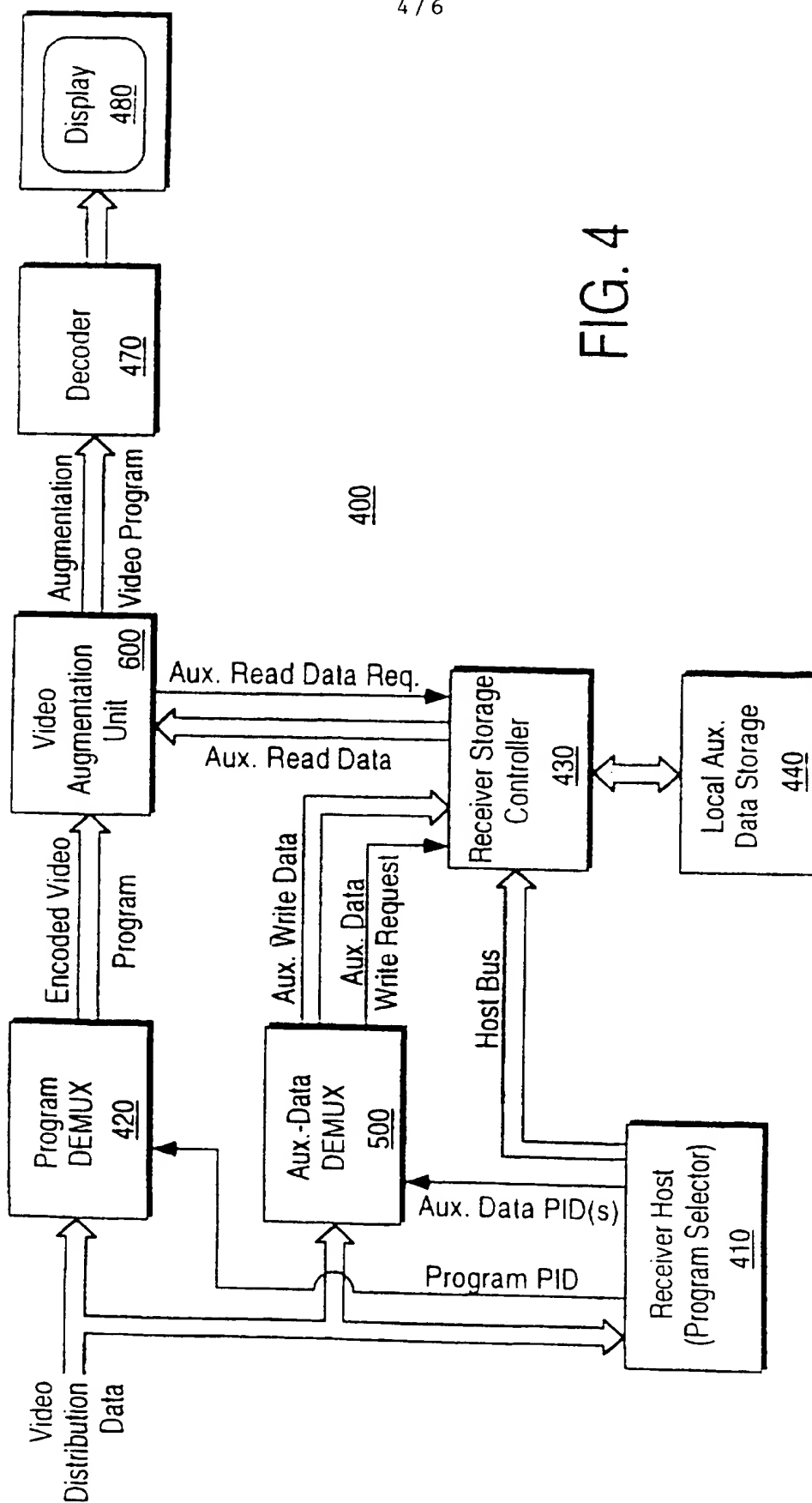
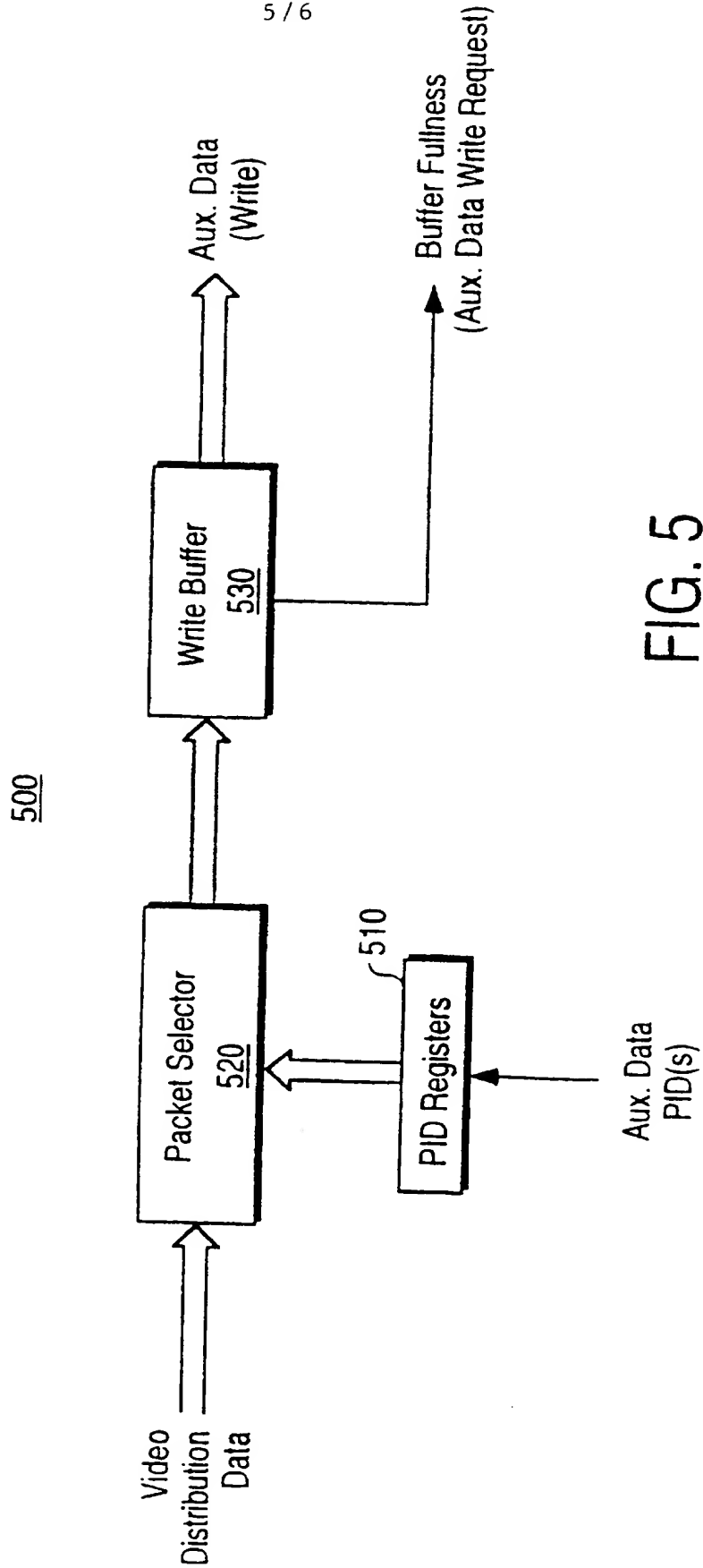
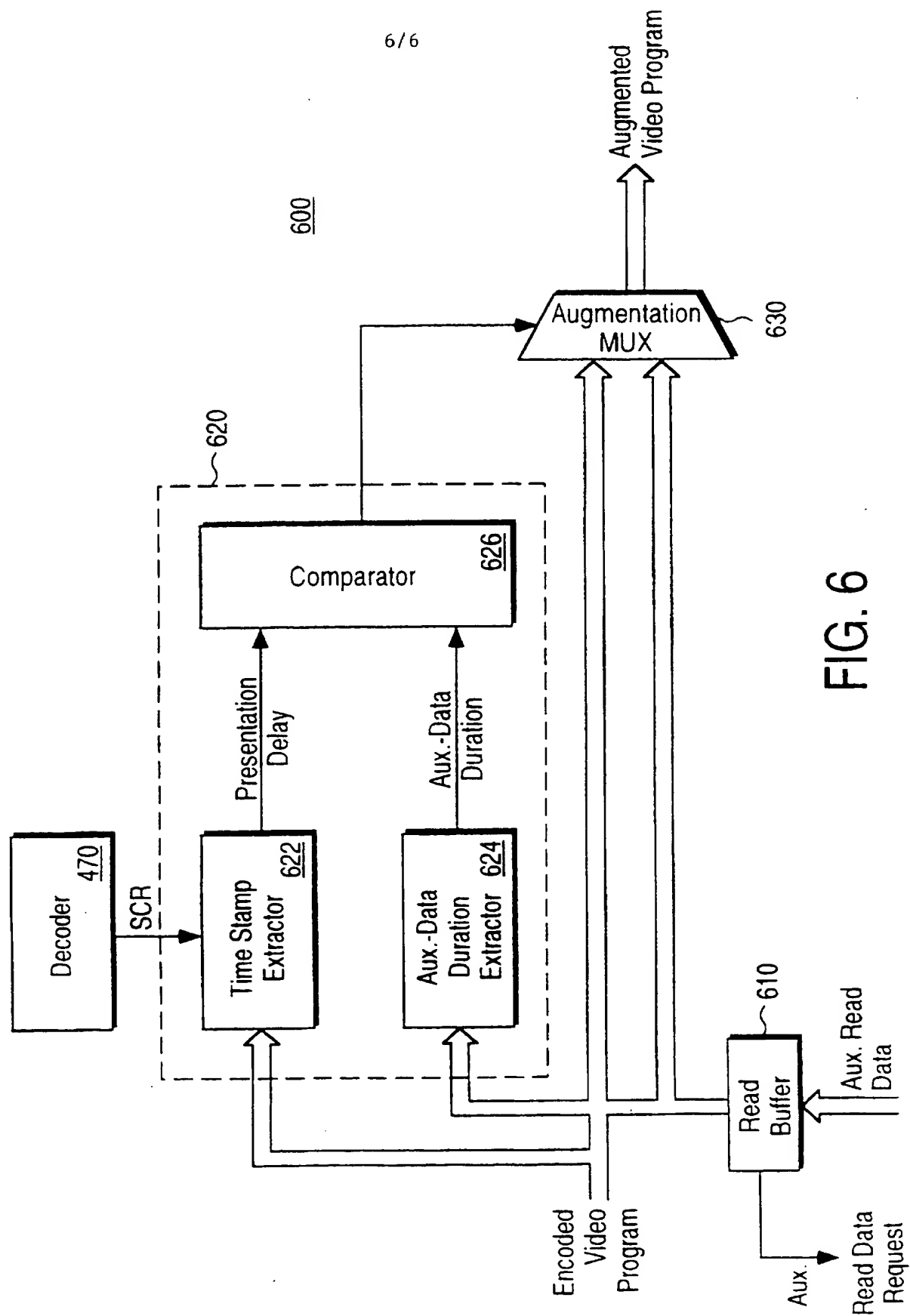


FIG. 4

5 / 6



6/6



INTERNATIONAL SEARCH REPORT

National Application No

PCT/US 96/17986

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 H04N7/58 H04N7/52

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 6 H04N H04J

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	WO 95 15647 A (SCIENTIFIC ATLANTA, INC.) 8 June 1995 see the whole document ---	1-22
Y	WO 94 30014 A (SONY CORP.) 22 December 1994 see page 63, line 15 - page 67, line 22; figure 15 ---	1-22
A	EP 0 517 564 A (MATRA COMMUNICATION) 9 December 1992 see the whole document ---	1-22
P,A	EP 0 692 914 A (AT&T CORP.) 17 January 1996 see the whole document ---	1-22
-/-		

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

* Special categories of cited documents:

- *A* document defining the general state of the art which is not considered to be of particular relevance
- *E* earlier document but published on or after the international filing date
- *L* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- *O* document referring to an oral disclosure, use, exhibition or other means
- *P* document published prior to the international filing date but later than the priority date claimed

T later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

X document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

Y document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

& document member of the same patent family

Date of the actual completion of the international search

5 March 1997

Date of mailing of the international search report

27.03.97

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+ 31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+ 31-70) 340-3016

Authorized officer

Foglia, P

INTERNATIONAL SEARCH REPORT

International Application No.

PCT/US 96/17986

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	FERNSEH UND KINOTECHNIK, vol. 48, no. 10, October 1994, HEIDELBERG, DE, pages 545-553, XP000468290 RIEMANN: "Der MPEG-2 Standard, Teil 5_2" see the whole document ---	1-22
A	US 4 755 993 A (GROVER) 5 July 1988 see abstract -----	1-22

INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/US 96/17986

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 9515647 A	08-06-95	US 5519780 A AU 1334195 A EP 0732026 A	21-05-96 19-06-95 18-09-96
WO 9430014 A	22-12-94	AU 6936494 A CA 2141672 A CN 1110893 A EP 0654199 A JP 8505024 T US 5481543 A	03-01-95 22-12-94 25-10-95 24-05-95 28-05-96 02-01-96
EP 517564 A	09-12-92	FR 2677208 A	04-12-92
EP 692914 A	17-01-96	CA 2150729 A JP 8181952 A	16-01-96 12-07-96
US 4755993 A	05-07-88	NONE	

**This Page is Inserted by IFW Indexing and Scanning
Operations and is not part of the Official Record**

BEST AVAILABLE IMAGES

Defective images within this document are accurate representations of the original documents submitted by the applicant.

Defects in the images include but are not limited to the items checked:

- ☐ **BLACK BORDERS**
- ☐ **IMAGE CUT OFF AT TOP, BOTTOM OR SIDES**
- ☒ **FADED TEXT OR DRAWING**
- ☐ **BLURRED OR ILLEGIBLE TEXT OR DRAWING**
- ☐ **SKEWED/SLANTED IMAGES**
- ☐ **COLOR OR BLACK AND WHITE PHOTOGRAPHS**
- ☐ **GRAY SCALE DOCUMENTS**
- ☐ **LINES OR MARKS ON ORIGINAL DOCUMENT**
- ☐ **REFERENCE(S) OR EXHIBIT(S) SUBMITTED ARE POOR QUALITY**
- ☐ **OTHER:** _____

IMAGES ARE BEST AVAILABLE COPY.

As rescanning these documents will not correct the image problems checked, please do not report these problems to the IFW Image Problem Mailbox.

This Page Blank (uspto)